

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday February 17 7:30 P.M.	RESIDENCE LIGHTING FORUM The following subjects will be discussed at the meeting of the New York Section of the I. E. S.: "How Lighting Glassware May Be Modified for the Decorative Plan" by A. S. Tylor of Corning Glass Works; and "Plastics in Lighting" by Dr. O. L. Pierson of Rohm & Hass Company. Publicity: Ruby Redford, MU. 5-8410.	ILLUMINATING ENGINEERING SOCIETY	GENERAL ELECTRIC AUD. 570 LEXINGTON AVENUE
Thursday February 17	NEW SPRING FABRICS Continuous showings of the latest collection of Greeff Fabrics for drapery and upholstery will take place. This includes hand printed documentaries and features a new group of Swiss and English imports with all-over floral designs and pictorial settings. Press by appointment. Contact: Mrs. D. Price, EL. 5-4900. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS INC.	49 EAST 53RD STREET
Feb. 20-23	PORTLAND GIFT & ART SHOW, PORTLAND HOTEL, PORTLAND, OREGON.		
Sunday February 20- February 24	ANNUAL CONVENTION AND EXPOSITION Over 15,000 builders, contractors, architects, engineers, bankers and manufacturers will attend this parley. Economy housing will dominate the diversified programs throughout the five day meeting. A special scale model of a revolutionary new 3-bedroom house with three floor levels will be on display. This house is ready for factory mass production by Lumber Fabricators, Inc. of Detroit. Known as the Tri-Level, the house meets FHA National Minimum Construction Standards and was designed to meet the needs of low-income bracket families. Publicity: Kenneth E. Shepard, 75 East Wacker Drive, Chicago.	NATIONAL ASSOCIATION OF HOME BUILDERS	HOTEL STEVENS CHICAGO, ILLINOIS
<u>WEEK BEGINNING MONDAY, FEBRUARY 21, 1949</u>			
Monday February 21- February 25	NEW ENGLAND HOUSEWARES SHOW The Sixteenth Annual Housewares Show, featuring housewares, china and glass will be held for the first time at the Hotel Bradford. Contact: Jack R. Hildreth, Room 600, Hotel Bradford, Boston 16, Massachusetts.	HOUSEWARES CLUB OF NEW ENGLAND, INC.	HOTEL BRADFORD BOSTON, MASS.
Feb. 21-25	MARKET WEEK, GIFT AND ART CENTER, 225 FIFTH AVENUE, NEW YORK CITY.		
Feb. 21-25	NEW YORK GIFT SHOW, HOTELS NEW YORKER AND STATLER, NEW YORK CITY.		
February 22	WASHINGTON'S BIRTHDAY - LEGAL HOLIDAY.		
Tuesday February 22 11:00 A.M.- 2:00 P.M.	PRESS PREVIEW The Press is invited, by invitation only, to view a series of silk-screen murals from original designs by Calder, Matisse, Matta and Miro. The public will be admitted to this exhibit of Mural-Scrolls from February 23rd to April 15th. Publicity: Ramona Vincent, PL. 9-5410.	KATZENBACH & WARREN, INC.	49 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday February 23 12:30 P.M.	MONTHLY LUNCHEON Dr. Vergil D. Reed, Associate Director of Research, J. Walter Thompson, will be guest speaker at the monthly luncheon of the New York Chapter of Public Relations Society of America. Dr. Reed, who has just returned from a world-wide trip, studying public relations in countries throughout the world, will speak on "The Public Relations Field--One World". Luncheon price: \$3.00 per person. Send reservations to: Miss Anne New, Public Information Division, Girl Scouts of the U.S.A., 155 East 44th St., New York 17, N. Y.	PUBLIC RELATIONS SOC. OF AMERICA, INC.	ADVERTISING CLUB 23 PARK AVENUE
Thursday February 24- February 25	ANNUAL WIRING CONFERENCE The Annual Wiring Conference to be held under the chairmanship of A.H. Jones, general sales manager of the Madison Electric Company, will include representatives from sixteen states. Program begins at 1:00 P.M. with a keynote address by N. J. MacDonald, vice-president of Thomas & Betts, and panel discussions and feature presentations will take place during the afternoon and the following morning. Subjects to be discussed include: "How To Make Fairs and Home Shows Pay Off", "Kitchenizing--Planned Lighting--Adequate Wiring", "Adequate Wiring and Home Servicing Working Together". Contact: Mr. O. C. Small, MU. 2-1500.	NATIONAL BUREAU OF ADEQUATE WIRING	STEVENS HOTEL CHICAGO, ILLINOIS
Thursday February 24 5:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING The latest modern American cutlery will be on view, including household cutlery for kitchen and table use and sportsmen's and pocket knives. A feature of the party will be a showing of the steps involved in the manufacture of a knife. Press by invitation only. This is a preview of activities to take place during National Cutlery Week, May 2nd to 9th. Publicity: Marion Allen, MU. 2-2363.	ASSOCIATED CUTLERY INDUSTRIES OF AMERICA	HOTEL PLAZA TERRACE ROOM
Friday February 25 2:30 P.M.	CARPET FASHION OPENING A dramatic presentation launching the carpet industry's first annual Capret Fashion Opening, March 1-10, will be presented to the press and retail trade. It will dramatize the significant parts that fashion and color play in the new 1949 carpets which consumers will see for the first time in stores throughout the country beginning March 1. This show will be held at the Ziegfeld Theatre, 54th Street and Avenue of the Americas, not at the Hotel Astor as previously announced. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.	CARPET INDUSTRY	ZIEGFELD THEATRE
February 27	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO TO MARCH 2.		
February 27	DETROIT GIFT SHOW, HOTELS STATLER AND BOOK-CADILLAC, DETROIT, TO MARCH 3.		

WEEK BEGINNING MONDAY, FEBRUARY 28, 1949

Tuesday March 1 7:30 P.M.	ELECTION MEETING The Upholstered Furniture Manufacturers Association will hold their annual elections and make reports on two new surveys being conducted by the organization: "Credit Interchange" and "Survey of Business Conditions". Contact: Irving R. Kass, MU. 3-4247.	THE UPHOLSTERED FURN. MANUFACTURERS ASS'N.	HOTEL McALPIN ROOM F
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 1	NEW ADDRESS Washington Forge, Inc., cutlery manufacturer will move its New York sales office and showroom to 1150 Broadway.	WASHINGTON FORGE, INC.	1150 BROADWAY
Tuesday March 1	CARPET FASHION OPENING Paine's is planning a fashion show on this date with live models to promote Carpet Fashion Opening. Details are not complete and store will welcome assistance. Contact: Mr. Anderson, Paine's, Boston.	PAINE'S OF BOSTON	81 ARLINGTON STREET
March 1-10	CARPET FASHION OPENING - COUNTRYWIDE PROMOTIONS.		
Tuesday March 1- March 29	RESIDENCE LIGHTING FORUM A course of five lectures on practical methods of lighting residential interiors will be offered on consecutive Tuesdays in March. Subjects covered are: "The Tools of Lighting" by Lillian Eddy of the G.E. Lamp Dept., N.Y.C.; "How Lighting Affects Moods and Interior Colors" by C.L. Amick, of G.E., Cleveland; "Harmonizing Lighting and Decoration" by Mary Webber, also of G.E., Cleveland; "How to Design and Plan for Built-in Lighting Installations", by Myrtle Fahsbender of Westinghouse Electric Corp.; "Solutions for Specific Lighting Problems" by Donald P. Caverly of Sylvania Electric Products, Inc. and Francis P. D'Esopo of The Wiremold Co. Last year, when this course was first offered, registrants came from decorating firms and decorating departments in leading stores. Contact: Janet Reynolds, Sylvania Electric Products, 500 Fifth Ave., N.Y.	ILLUMINATING ENGIN- EERING SOCIETY	G.E. AUDITORIUM 570 LEXINGTON AVE.
March 2-6	INDUSTRY-WIDE ELECTRIC SHOW, MUNICIPAL AUDITORIUM, KANSAS CITY, MISSOURI.		
Friday March 4 7:30 P.M. to May 13	SERIES OF TEN SHOP TALK CLINICS The first of ten lectures on the subject "Basic Knowledge for Your Career in Publicity" will be held on this Friday and the nine Fridays following. Such speakers as William P. Maloney of BBD&O, Steve Shannon of Nat'l Ass'n. Greeting Cards; Hilda Kassell, Pub. Rel. expert; Brahna Chalefman Hutchins, of Sheldon, Morse, Hutchins & Easton; Herbert Askwith, Pub. Rel. expert; Mary Riedel, of Proctor Electric Co.; Mary Voss of AP; Bess Williams of Federal Adv. Agency, Thomas L. Cotton, Pub. Rel. expert and many others will address these clinics. On May 13th, the last clinic will be a Quiz - "Stump the Experts". Contact: Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF N.Y.	ADVERTISING CLUB 23 PARK AVENUE
March 6-11	DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS.		
March 6-11	ALLIED GIFT AND JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS.		

WEEK BEGINNING MONDAY, MARCH 7, 1949

Monday March 7 7:30 P.M.	SURVEY OF ADVERTISING COURSE The discussion for the evening will be: "The Home Economist in Advertising" with Blanche M. Stover, food editor of Parents' Magazine, as panel director. Members of the panel include: Helen Ridley of J. Walter Thompson; Ina Lindman of United Fruit; Julia Kiene of Westinghouse; and Helen Raymond of the Celanese Corp. Members of Advertising Women of N.Y. are admitted free and the admission for each guest is \$1.00 per person. Open to women only. Contact: Margaret Stark, LU. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 7-11	BOSTON GIFT SHOW,	HOTEL STATLER,	BOSTON, MASSACHUSETTS.
March 7-11	PARKER HOUSE GIFT SHOW,	PARKER HOUSE,	BOSTON, MASSACHUSETTS.
Monday March 7 To March 13	NATIONAL ANTIQUES SHOW	LEADER ENTERPRISES, INC.	MADISON SQUARE GARDEN
	The fifth annual National Antiques Show will feature a set of furniture built by Duncan Phyph, and the first television set ever manufactured. In keeping with the theme of the show: "The Sensible Use of Antiques in Homes of Sensible Americans", Peter E. Riedel, interior designer, will present free daily talks on the care and preservation of antiques, each afternoon at 4:00. The show will be open daily from 1:00 P.M. to 11:00 P.M. and on Sunday from 1:00 P.M. to 7:00 P.M. Admission: \$1.25 including tax. Contact: Morton Yarmon, BE. 3-6010.		
Wednesday March 9 To March 11	HOME FURNISHINGS FASHIONS	OREGONIAN HOSTESS HOUSE	PORTLAND, OREGON
	A showing of home furnishings fashions using new carpets as a keynote for decorative trends. A minimum of thirty groupings are planned to include, besides the carpets, samples of drapery material, upholstery fabrics, wallpapers and paints, as well as furniture groupings. Contact: Mrs. Kay Bollam, director of Oregonian Hostess House, or Grace Holm, home decoration editor.		
Thursday March 10 Just out	BOOK ON COOKERY	DOUBLEDAY, DORAN	14 WEST 49TH STREET
	A book by Milo Miloradovich entitled "The Art of Fish Cookery" will be published on this date. Publicity: Louise Thomas, CI. 6-1700.		
Thursday March 10- March 12	NATIONAL CONVENTION AFB ASS'N WOMEN BROADCASTERS	HOTEL DRAKE,	CHICAGO
	A large delegation of members and associates from the New York district will be attending this convention which concludes with a luncheon on March 12. Contact: Doris Corwith, N.Y. State Chairman, 30 Rockefeller Pl.		

ADVANCE DATES AND NOTICES

Friday March 18 4:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING	M. BARROWS & CO.	PLAZA HOTEL
	Food editors and writers, home furnishings editors, are invited to a press showing and cocktail party to meet Mrs. Jeanne M. Hall and sample a new line of food products she is introducing. Mrs. Hall is the author of "500 Recipes by Request" (M. Barrows) and is a manager of the Anderson Hotel of Wabasha, Minn. where these Pennsylvania Dutch and Scandinavian luxury foods originated. Mrs. Hall may be reached at the Plaza after Tuesday, March 15th. By invitation only. Contact: Miss Casson, M. Barrows & Co., MU. 3-9380.		
March 21	FIRST DAY OF SPRING.		
Monday March 21	SPECIAL SERIES	TODAY'S WOMAN MAGAZINE	FAWCETT PUBLICATIONS 67 WEST 44TH STREET
	The second in the series of "New Homes for the Young Family" appears in the April issue of Today's Woman on the newsstands about March 21st. It includes two houses; one is a first-prize winner in the New York State Contest for the best low cost family house, designed by Seymour R. Joseph to cost about \$7,500 in New York State. The other house featured is one built in Wisconsin by John Steinmann for 800 square feet of space. Publicity: Jack Macurdy, MU. 2-3606.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 21-23	ANNUAL CONFERENCE, AMERICAN INSTITUTE OF DECORATORS,		HOTEL PIERRE, N.Y.
March 21-25	PHILADELPHIA GIFT SHOW,		HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA.
Monday March 21- March 26	FLOWER SHOW	HORTICULTURAL SOC. & N.Y. FLORISTS' CLUB	GRAND CENTRAL PALACE
	The theme for this year's Flower Show will be "The Americas", featuring large and small garden displays, orchid exhibits, individual flowers in decorative arrangements and flowers used in dinner table arrangements. Open to the public: Monday, noon to 10:30 P.M., daily thereafter from 10:00 A.M. to 10:30 P.M., and from 10:00 A.M. to 9:00 P.M. on Saturday (closing day of exhibit). Admissions: \$1.50, including tax, for adults; 75¢, including tax, for children. Publicity: Korbel & Colwell, PL. 9-7340.		
Monday March 21- April 16	TOUR OF HISTORIC HOUSES	HISTORIC CHARLESTON FOUNDATION	CHARLESTON, SOUTH CAROLINA
	For the first time, the public will be admitted to some of Charleston's finest homes, under the sponsorship of the Historic Charleston Foundation, a non-profit, educational institution. There will be a morning and afternoon tour each day, Monday through Friday, and a morning tour each Saturday, with a special tour on Monday, Wednesday and Friday evenings. These cover nineteen homes and the fee for each daytime tour is \$5.00 tax included. The special evening tours are \$1.00 plus tax. Transportation when desired will be available at reasonable cost. For further travel and hotel information, contact: Historic Charleston Foundation, 135 Church Street, Charleston, S. C.		
Monday March 21- June 6 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE LECTURES	CITY COLLEGE ADULT EDUCATION PROGRAM	P.S. 18 - ROOM 309 121 E. 51ST STREET
	The City College Adult Education Program in collaboration with the New York Public Library is offering a twelve-week course to be given by Kim Hoffmann on "Furnishing a Modern Home", starting March 21st. The fee is \$15 for the entire series and registration takes place from February 2nd to March 18th at any branch library, or mail check or money order to Adult Education Office, City College, Convent Avenue & 139th St., N.Y.C.		
March 26-30	BALTIMORE GIFT SHOW,		LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.
March 26	HOME SHOW,		SHREVEPORT, LOUISIANA TO APRIL 3.

MUSEUM, GALLERY AND GARDEN NEWS

Going On	ARCHITECTURAL MODELS	MUSEUM OF MODERN ART	11 WEST 53RD STREET
	An architectural exhibition, "From Le Corbusier to Niemeyer: Savoye House - Tremaine House 1949", will be on view through April 17th. The exhibition, assembled by the Museum's Department of Architecture and Industrial Design, will show the influence of the work of the pioneer Swiss architect, Le Corbusier, on that of the important Brazilian architect of the younger generation, Oscar Niemeyer. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI.5-8900.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Monday February 21 9:00 A.M.- 5:00 P.M.	NEW TEXTILE EXHIBIT The influence of the Italian Renaissance on textile design will be demonstrated in this exhibit which will show antique and modern textiles and paintings from which textile motifs have been taken. Exhibit will be open to public until mid-April. Publicity: Carol Shaw, CI. 6-8769.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET

Thursday February 24- April 2	EXHIBIT OF THE CAT IN ART The cat, under the title "Nine Lives: the Tale of the Cat in History and in Art" will be seen in many forms, among others on 17th and 18th century Meissen, Chelsea, Staffordshire and Delft porcelains; on prints, drawings, woodcuts and paintings; on a modern Steuben plate by Noguchi, a textile by James Mason. Hours: 10 A.M. to 5 P.M. Monday through Saturday. Publicity: Public Relations Office, AL. 4-6300.	THE COOPER UNION COOPER SQUARE	MUSEUM FOR ART OF DECORATION
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Monday March 15 2:00 P.M.	PRESS PREVIEW The press is invited, by invitation only, to view the Annual Art Directors Club Exhibition which is to be held at the Modern Museum for the first time. The exhibit will consist of original drawings, prints, magazine newspaper, pamphlet and house organ pages and so on. It will be open to the public from March 16 to April 17. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
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Monday March 15 2:00 P.M.- 5:00 P.M.	PRESS VIEW OF PORCELAIN Masterpieces of European porcelain will be shown to the press in Gallery D6, Second Floor, on this date. Private view, Thursday, March 18. Open to the public from Friday March 19 to Sunday, May 15. Hours: 10 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Publ.: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND STREET
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RADIO AND TELEVISION NEWS

Thursday February 17 1:30 P.M.- 2:00 P.M.	HOME REPAIR Dorothy Sara, author of "Everybody's Home Fix-It Guide", will explain the use of simple tools required by women for little home repair jobs. Contact: Anne Kelleher, PL. 5-2000. Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR, CBS-TV	15 VANDERBILT AVENUE
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Thursday February 17 4:15 P.M.- 4:30 P.M.	COLOR COORDINATION William H. Stuart, president of the Martin-Senour Co., of Chicago, will discuss with Grace King new methods of choosing paints to provide individual and effective color coordinations for the home. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA, 1657 BROADWAY
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Thursday February 17 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION How to make chicken Maryland and strawberry shortcake will be demonstrated by Dione Lucas. Publicity: Helen Brattrud, PL. 5-2000.	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVENUE
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Friday February 18 1:30 P.M.- 2:00 P.M.	HANDICRAFTS La Verne Moritz of the American Handicraft Company will demonstrate simple handicrafts as leisure hobbies, on Dorothy Doan's program. Contact: Anne Kelleher, PL. 5-2000. Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR, CBS-TV	15 VANDERBILT AVENUE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS (Continued)</u>			
Friday February 18 2:30 P.M.- 3:00 P.M.	PARTY TABLE SETTING The Bess Johnson Club will feature a lecture on how to give an anniversary party, with emphasis on the table setting. Publicity: Schuyler Chapin, CI. 7-8300.	WNBT-CHANNEL 4	WNBT 30 ROCKEFELLER PL.
Friday February 18 3:00 P.M.- 3:15 P.M.	DRAPERIES "Drapery Problem Day" on the Needle Shop when Alice Burrows will answer questions on the cutting, making and hanging of draperies. Publicity: David Davis, MU. 9-2600.	THE NEEDLE SHOP	WABD, 515 MADISON
Friday February 18 4:15 P.M.- 4:30 P.M.	DECORATIVE BACKGROUNDS Bernard Gabriel, concert pianist, will discuss with Grace King how concerts should be staged effectively using decorative backgrounds. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA, 1657 BROADWAY
Monday February 21 4:15 P.M.- 4:30 P.M.	USES FOR NYLON Reatta Lynch Watts of the Dupont Company will discuss with Grace King how nylon is used in the production of rugs, drapery and upholstery fabrics, as well as in the plastics field. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA, 1657 BROADWAY
Tuesday February 22 4:15 P.M.- 4:30 P.M.	SCULPTURE IN THE HOME Frederic Allan Williams, sculptor and authority on Southwestern and Peruvian art, will discuss with Grace King the uses of sculpture and Indian woven art in the home today. Publ.: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA, 1657 BROADWAY
Wednesday February 23 1:30 P.M.- 2:00 P.M.	LANDSCAPING DEMONSTRATION Mr. R.P. Korbobo, specialist in ornamental horticulture, will demonstrate how to landscape the home. Contact: Anne Kelleher, PL. 5-2000. Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR CBS-TV	CBS-TV 15 VANDERBILT AVE.
Wednesday February 23 4:15 P.M.- 4:30 P.M.	DECORATIVE FABRICS Warren Berry of the designing department of Greeff Fabrics, Inc., will discuss with Grace King the choice of document prints and fabrics for the home. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA, 1657 BROADWAY

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EDITORIAL REQUIREMENTS

For Newark Evening News, 215 Market St., Newark 1, N.J.

This newspaper is interested in all news items in the home furnishings industry--new designs, methods and improvements on old creations. It can also use "how-to-do" articles of interest to the homemaker: refinishing, remodeling, crafts and making individual-looking items for the home. Household hints of any sort are welcome whether the subject deals with how to select antiques, to solving space problems in small quarters. Glossy prints illustrating these ideas are used. Please address all material to: Shirley M. Friedman.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor

HOME FURNISHINGS CALENDAR is published every Thursday.

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